

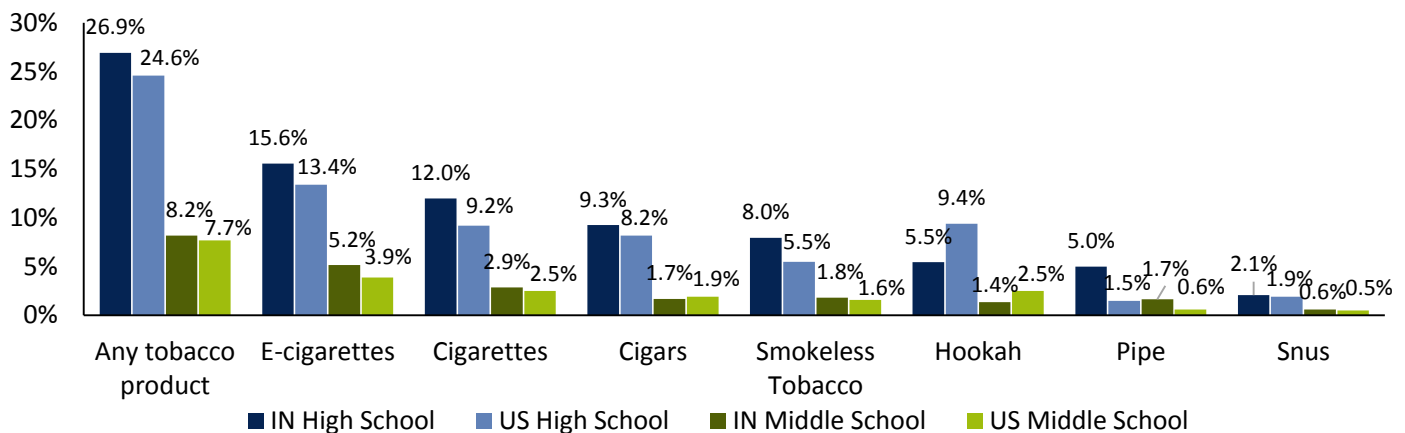
# HIGHLIGHTS FROM THE 2014 INDIANA YOUTH TOBACCO SURVEY

The Indiana Youth Tobacco Survey (IYTS) has been administered since 2000 to monitor youth tobacco use, secondhand smoke exposure, youth attitudes toward tobacco use, and social influences related to tobacco use among Indiana middle and high school students. The 2014 IYTS was administered in the fall of 2014 to over 5,800 students enrolled in Indiana public middle and high schools. This document provides an overview of the key findings from the survey.

## Current Tobacco Use among Youth in Indiana and the U.S.

- Current tobacco use was fairly comparable among Indiana youth and youth nationwide in 2014.<sup>1</sup>
- In 2014, over 1 in 4 Indiana high school students and nearly 1 in 12 Indiana middle school students reported use of any tobacco product<sup>a</sup> on one or more of the past 30 days.
- Among youth in Indiana and the U.S., electronic cigarettes (e-cigarettes) were the most commonly used tobacco product. In Indiana, cigarettes, cigars, and smokeless tobacco were the next most commonly used products.

**Figure 1. Percentage of high school and middle school students who used tobacco products in the past 30 days, Indiana and United States,<sup>1</sup> 2014**



## Trends in Current Tobacco Use among Indiana Youth

While use of several conventional tobacco products (such as cigarettes and cigars) has declined in recent years, use of emerging products (such as e-cigarettes) is increasing among youth in Indiana and nationwide.

### High School Youth:

- Cigarette use declined 62% from 31.6% in 2000 to 12.0% in 2014.
- Cigar use declined 40% from 15.4% in 2000 to 9.3% in 2014.
- Smokeless tobacco use remained stable between 2000 (6.9%) and 2014 (8.0%).
- E-cigarette use increased approximately four-fold between 2012 (3.9%) and 2014 (15.6%).

### Middle School Youth:

- Cigarette use declined 70% from 9.8% in 2000 to 2.9% in 2014.
- Cigar use declined 67% from 5.2% in 2000 to 1.7% in 2014.
- Smokeless tobacco use declined 56% from 4.1% in 2000 to 1.8% in 2014.
- E-cigarette use increased approximately four-fold between 2012 (1.3%) and 2014 (5.2%).

<sup>a</sup> Defined as preceding 30-day use of cigarettes, cigars, smokeless tobacco (chewing tobacco, snuff, or dip), e-cigarettes, hookah, tobacco pipes, snus (smokeless tobacco packaged in a pouch), dissolvable tobacco, and/or bidis (hand-rolled cigarettes wrapped in a leaf). Only  $\approx 1\%$  or fewer youth in Indiana and nationwide reported past 30-day use of bidis or dissolvable tobacco (data not shown).

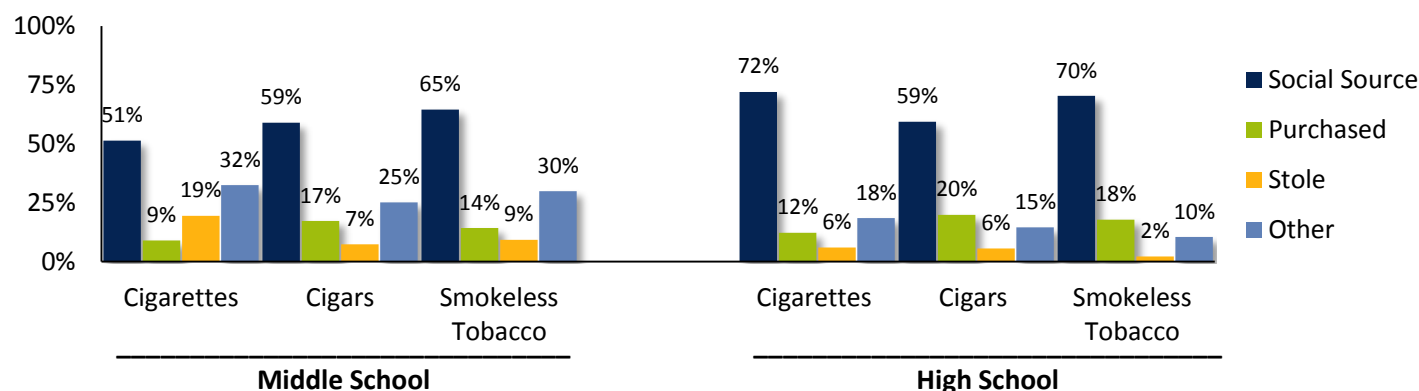
## Tobacco Cessation

- Over half of middle school (66%) and high school (59%) students who smoke cigarettes tried to quit at least once in the past year.
- Over 2 in 5 youth who smoke want to quit smoking for good, and close to half plan to quit within the next year.

## Youth Access to Tobacco

- In 2014, youth under age 18 who reported current use of cigarettes, cigars, and smokeless tobacco most commonly obtained these products from social sources, such as having someone else buy them, borrowing them, or receiving them from someone else without asking.
- A somewhat smaller proportion of youth reported purchasing tobacco themselves, stealing tobacco from a store or another person, or obtaining tobacco some other way.
- When youth purchased tobacco, they most commonly purchased tobacco from retail settings, such as convenience stores, gas stations, grocery stores, drugstores, or vending machines.

**Figure 2. Sources where current cigarette, cigar, and smokeless tobacco users under age 18 obtained their tobacco products, 2014 IYTS**

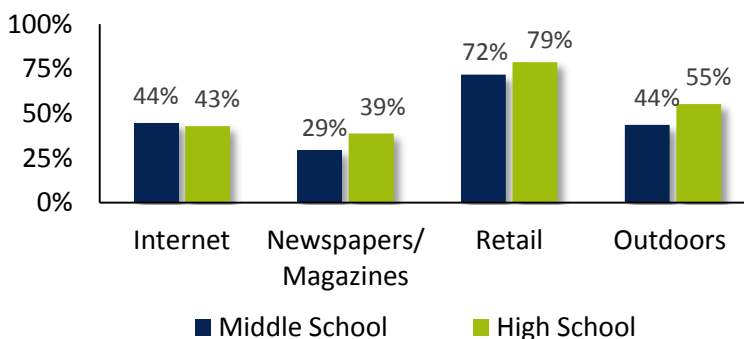


## Exposure to Tobacco Marketing

Exposure to tobacco marketing increases the likelihood that youth will use tobacco products.<sup>2</sup> In 2014, Indiana youth continued to be exposed to tobacco marketing through a variety of channels.

- Over 7 in 10 Indiana youth reported seeing tobacco ads or promotions at least some of the time in retail settings such as convenience stores, gas stations, or grocery stores.
- A somewhat smaller proportion of youth reported exposure to tobacco advertising in other settings such as the internet, newspapers or magazines, or outdoors (such as on billboards or on store exteriors).
- Approximately 7 in 10 Indiana youth also reported seeing actors using tobacco products at least some of the time while watching TV or movies.

**Figure 3. Percentage Indiana youth exposed to tobacco advertising at least some of the time, by marketing type, 2014 IYTS**

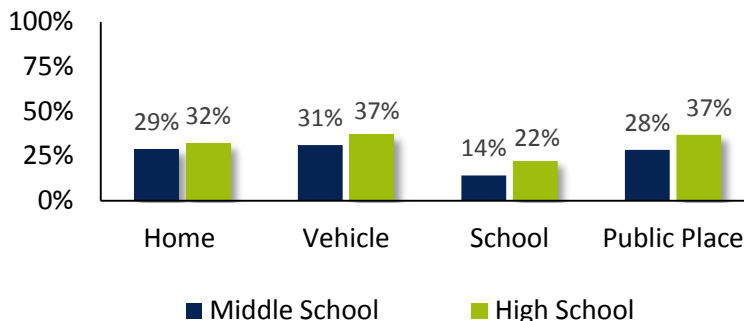


## Secondhand Smoke Exposure

The 2006 and 2014 Surgeon General's reports concluded that there is no safe level of exposure to secondhand smoke.<sup>3</sup>

- In 2014, approximately 3 in 10 Hoosier youth were exposed to secondhand smoke in their home in the past 7 days.
- Over 30% of youth reported exposure to secondhand smoke in a vehicle.
- Nearly 30% of middle school students and nearly 40% of high school students were exposed to secondhand smoke in an indoor or outdoor public place.
- Slightly fewer middle school (14%) and high school (22%) students reported secondhand smoke exposure at school.
- Youth who lived with smokers were significantly more likely to be exposed to secondhand smoke in their homes. Over 60% of youth who lived with smokers reported secondhand smoke exposure at home compared with about 9% of youth who did not live with smokers.
- The proportion of students who report that smoking is never allowed inside their home increased significantly between 2000 and 2014, from 58% to 78% among middle school students and from 62% to 75% among high school students.

**Figure 3. Percentage Indiana youth exposed to secondhand smoke on one or more of the past 7 days, by location, IYTS 2014**



## Social Risks Related to Tobacco Use

Youth who have family or friends who use tobacco may be more likely to use tobacco themselves.<sup>2</sup>

- In 2014, close to half of Indiana youth lived with someone who used any tobacco product.
- Students who lived with a tobacco user were over 3 times more likely than students who did not live with tobacco users to report currently using tobacco themselves.
- While 11% of middle school non-smokers and 28% of high school non-smokers had a close friend who smoked cigarettes, the majority of middle school (82%) and high school (90%) smokers had at least one friend who smoked.

## Attitudes, Perceptions, and Beliefs

- In 2014, about 9 in 10 Indiana youth did not believe that smoking cigarettes makes young people look cool or fit in, and over 8 in 10 did not believe that young people who smoke cigarettes have more friends.
- While over 9 in 10 youth indicated that they were aware of the negative health consequences of tobacco use, only 7 in 10 middle school students and 6 in 10 high school students strongly agreed that all tobacco products are dangerous.
- Close to 1 in 5 high school youth and 1 in 6 middle school youth who had never smoked were susceptible to smoking cigarettes in 2014.

## Conclusions

While there has been progress in reducing youth tobacco use in recent years, use of all tobacco products – not just cigarettes – continues to threaten the health of Hoosier youth. Continued efforts to prevent youth tobacco use, promote tobacco cessation, and increase protections from secondhand smoke are needed to protect Hoosier youth from the harmful effects of tobacco.

<sup>1</sup> Arrazola RA, Singh T, Corey CG, Husten CG, Neff LJ, Apelberg BJ, et al. Tobacco use among middle and high school students – United States, 2011–2014. *MMWR*. 2015; 64(14):381–385.

<sup>2</sup> U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.

<sup>3</sup> U.S. Department of Health and Human Services. *The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.